

## Unit 4: Argument Translation

In our final unit of the course, you will use your rhetorical knowledge and skill to translate your academic essay into a persuasive multimodal argument through a *different* medium for a *different* (non-academic) audience. Each of you will choose a medium that you can work with confidently and effectively, drawing on the potentials of the medium and testing its limits.

An example: PowerPoint is commonly used to present information in streamlined, digestible chunks. What if you used the *potentials* of PowerPoint (incorporating images from other sites, highlighting concepts and terms with color and texture, demonstrating relationships spatially by sequencing and juxtaposing slides) not just to repackage your unit 3 essay?

Not all media are appropriate for all audiences (or topics). You should determine the *audience* for your argument before settling on the medium. Ask yourself:

- How does a new medium affect your argument?
- Who, realistically, is (could be) your audience?
- How might you engage and appeal to your audience in *new* ways?

If you want to address stereotypes, for example, you might create a Pinterest or Facebook group to circulate accurate information. Or, if you want to reach a wider audience (or make an argument about social media), you might create a YouTube video. If your project is to educate policy makers, you might have a PowerPoint or a set of educational pamphlets.

### Guidelines.

- Time is short, so keep your project manageable.
- Showcase unit 3 essay details—flashpoints, evidence—in new, imaginative ways.
- Make an argument *without regurgitating your paper*.
- Create a balance of modes: visuals, text, sound.
- Your translation should be accessible to diverse audiences—videos should be captioned, images should be textually described, one mode shouldn't be totally relied on.

### Reflection.

You will write a 3-page reflection that accounts for your rhetorical choices (medium, audience, and rhetorical appeals). You should make explicit the considerations that dictated what you highlighted and emphasized in your translation. You should also include a Works Cited page.

Both your translation project and rhetorical reflection are due on **Friday, May 3rd**.



Kalyn Heffernan (from Facebook, "This Is What Disability Looks Like")